

AGILAN SIVAKUMARAN

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SUMMARY

Marketing technologist with 10+ years driving global growth and building data-driven GTM systems. Combines marketing strategy with analytics, marketing automation, and AI tools (Python, LLMs) to improve targeting, lead quality, and conversion. Focused on translating data into actionable insights and scalable workflows.

SKILLS

- **Analytics:** GA4, Adobe Analytics, Adobe Target & Launch, Tableau, Excel, SQL, ETL/ELT pipelines, A/B Testing, KPI Optimization (CPA, CPC, CPM, LTV)
- **Marketing:** SEO, SEM, Paid Social, Email, Content, Lead Generation, Conversion Optimization
- **Tools:** HubSpot, Salesforce, CMS/CRM, WordPress, HTML/CSS, Python, BigQuery, Snowflake, AWS, GCP, n8n, APIs, RAG, Airflow, LLMs (ChatGPT, Claude), AI Agents, Automation, Figma
- **Leadership:** Agile PM, \$5M+ Budgeting, Cross-functional Teams, Agency & Vendor Management

PROFESSIONAL EXPERIENCE – Portfolio: www.agilan.online

St. Michael's Hospital (University of Toronto, CAMH) [\[Repository\]](#) **Oct 2025 – Present**

AI Researcher (Volunteer - Data Analytics / Machine Learning) | Toronto, ON

- Developed a predictive model using large-scale population data (n=45,000+) to identify behavioral risk patterns, enabling data-driven segmentation and stratification across population groups.
- Designed and evaluated multiple models (Logistic Regression, Random Forest, XGBoost), achieving strong performance (AUC ~0.93–0.94) through iterative testing and optimization.
- Developed a multi-agent LLM workflow (LangGraph) for suicide-risk classification and evaluation.
- Translated complex analytical findings into actionable insights, identifying key drivers associated with behavioral and mental health risk factors across population segments.
- Co-authored ML research manuscript submitted to a leading medical informatics journal (JAMIA).

Pharmacy.ca

May 2024 – Sep 2024

Director of Digital Marketing | Toronto, ON

- Grew organic traffic +40%, improved domain authority +25%, and increased local search visibility +30% through SEO, content optimization, and technical improvements.
- Achieved 3x ROAS and 300% CTR lift across Google & Meta campaigns; reduced landing page bounce rate by ~50% via UX/UI and conversion funnel optimization.
- Built and automated GTM workflows in HubSpot, including lead segmentation, scoring, pipeline tracking, and AI-assisted content and compliance workflows.

Doohickey Inc.

Jul 2017 – Feb 2025

Senior Digital Strategist | Toronto, ON

- Directed multi-channel marketing campaigns (SEO, PPC, email, social), increasing organic traffic 35% and domain authority 21%.
- Drove global GTM strategies in 40+ countries, improving engagement 32% & adoption 35%.
- Implemented lifecycle tracking via GA4, Adobe Analytics, and SQL, boosting retention 22%.
- Designed and optimized UX/UI for web and app products, improving conversions 15%.
- Led cross-functional design, development & marketing teams, accelerating launch cycles 30%.
- Used AI-driven analytics and CRM segmentation to improve targeting and optimize conversions.

OnePlus**Jun 2015 – Jun 2017****Senior Marketing Manager, Global Brand** | Shenzhen, China

- Led global launches of the OnePlus 2, X, and 3 in 42+ countries, including leveraging VR apps, partnerships, and pop-ups to increase market penetration 35% and first-month sales 27%.
- Directed partnerships with Razer, DJI, Hasselblad, Microsoft, Uber, and top influencers, boosting product visibility 21%, ecosystem engagement 38%, and YoY brand awareness 12%.
- Organized global VR and pop-up campaigns reaching 40M+ video views and 1.8M pre-orders.
- Drove regional market expansion with O2, Elisa, 3 Denmark, generating 35% sales growth.
- Managed cross-functional marketing, product & web launch teams, improving efficiency 20%.
- Boosted community engagement via social activations and events, increasing participation 30%.
- Built automation workflows to streamline reporting pipelines and decision-making.

GenXus Management Consulting**Aug 2012 – May 2013****Marketing & Business Development Manager** | Toronto, ON

- Managed strategic partnerships and contracts with organizations including CIBC, IBM, and PMI, supporting client retention and business growth.
- Partnered with universities (Canada, US, UK) for PM certifications, boosting enrollment 34%.
- Supported business initiatives and partnership opportunities resulting in \$120K+ in new contracts.

Multi-Media Publications Inc.**Jun 2012 – Jul 2013****Marketing Manager** | Oshawa, ON

- Led 31+ product launches with full promotional plans, increasing conversions 30% and sales 15%.
- Boosted social presence 40% & led webinars/events for 200+ attendees, 90% positive feedback.
- Improved email engagement 23% through targeted campaigns.

EDUCATION & CERTIFICATIONS**Durham College****Jan 2025 – Aug 2025**

- Graduate Certificate in Artificial Intelligence Analysis, Design, and Implementation (Applied analytics, experimentation, and predictive modeling for marketing and business decisions)

Trent University**Sep 2007 – Apr 2012**

- Honours Bachelor of Business Administration (Minor in Information Systems)

Project Management Association of Canada**Sep 2012 – Oct 2012**

- Certified Agile Project Manager (Cert.APM)